DOCUMENT RESUME

ED 156 237 JC 780 332

AUTHOR Lauth, Laurence V.; Zabek, Robert J.
TITLE An Analysis of WCC's Community Needs Survey. Office of Institutional Research Report #78-3.
INSTITUTION Wytheville Community Coll., Va.
PUB DATE [78]
NOTE 33p.

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS Access to Education; *Adults; Community Attitudes; Community Colleges; *Community Involvement; *Community Surveys; Demography; *Educational Interest; Information Needs; *Junior Colleges
IDENTIFIERS Virginia

ABSTRACT

A community needs survey was conducted of Wytheville Community College's five-county, one-city service area, to determine what area residents know about the college and the various community services it provides. In early December 1977, phone calls to randomly selected prospective participants were made to solicit their participation in the survey; 762 agreed, and 584 (76.64%) ultimately returned questionnaires. Several spot checks were made to verify the validity and reliability of the results. Information was collected on place of residence, age, sex, educational level attained, profession, college information source, familiarity with the college, attendance at the college, reasons for attending or not, tuition rating, yearly family income, and awareness of and participation in specific college programs and services. All data were classified and presented by respondents' counties of residence. Although participants manifested overall familiarity with the college, survey results pointed out several factors for consideration by the college staff. These included expanding regional site offerings and services, extending evening and weekend services, establishing a child care center on campus, making services more available to economically and/or educationally disadvantaged residents, and raising the level of awareness of college extracurricular services. (TR)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED156237

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Robert J. Zabek

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

AN ANALYSIS OF WCC'S COMMUNITY NEEDS SURVEY

Dr. Laurence V. Lauth
President

Mr. Robert J. Zabek
Administrative Assistant to the President and
Coordinator of Institutional Research

Wytheville Community College
Office of Institutional Research Report #78-3

JC 780 332

TABLE OF CONTENTS

Acknowledgements i

Purpose 1

Procedure 2-3

Results 4

Adjusted Frequency Tables 5-11

Pearson Correlations 12-21

Limitations 22

Summary. 23

Attachment - Community Needs Survey. 24

ACKNOWLEDGMENTS

The successful implementation of Wytheville Community College's 1977-78 Community Needs Survey was a result of the cooperation of several people. Special thanks are extended to the Data Processing staff, Mr. David Bunn, Mrs. Carolyn Porterfield, and Miss Carol Vile, for their many hours in tabulating results, making telephone calls, and mailing out surveys to prospective participants; to Mrs. Sherry Wingate, Secretary to the Administrative Assistant, for the many hours spent in typing drafts and revisions of both proposed surveys and the final survey that was used; and to Mrs. Jo Ann Chase and Miss Rhonda Burton for assistance in making telephone calls. The review of proposed surveys by the Deans and Division Chairmen is also appreciated.

Most important, however, are the citizens of WCC's service region who were willing to participate in this study.

PURPOSE

The purpose of WCC's Community Needs Survey is to determine the educational needs and interests of the citizens of the college's service region, which includes the Counties of Bland, Carroll, Grayson, Smyth, Wythe, and the City of Galax, and to determine what these citizens know about the college and the various community services it provides. The results will provide some direction for the college staff in program planning, planning of community services, and improvement in presenting the role of the college to the public. The results of the survey will also provide background data for the process of updating the college's Master Plan, scheduled for Fall, 1978.

PROCEDURE

The first draft of WCC's Community Needs Survey was reviewed by the President's Council during the Summer of 1977, with several revisions prior to review by the Division Chairmen. The final draft was printed in November for implementation in December.

In early December, prospective participants throughout WCC's service region were randomly selected for a telephone call to explain the purpose of the survey and to solicit their participation. To avoid long-distance charges, calls were made from each county/city. The calls resulted in 762 prospective participants, as seen in Table I.

Table I. WCC Community Needs Survey - Telephone Calls, December 1977

Area	Total Calls	Yes	No	No Answer
Bland	247	92	54	101
Carroll	291	109	41	141
Galax	229	103	43	83
Grayson	282	97	64	121
Smyth	255	64	31	160
Wythe	606	297	141	168
Total	1,910	762	374	774

In mid-January of 1978, after 60.36% prospective participants returned their responses, a follow-up was conducted, yielding 124 more responses. Table II and III indicate responses prior to the follow-up and final responses.

Table II. Returns to WCC Community Needs Survey - Prior to Follow-Up

Area	Sent Out	Returns	Percent
Bland	92	64	69.56
Carroll	109	71	65.13
Galax	103	59	57.28
Grayson	97	54	55.67
Smyth	64	34	53.13
Wythe	297	178	59.93
Total	762	460	60.36

Table III. Final Returns - WCC Community Needs Survey

Area	Sent Out	Returns	Percent
Bland	92	80	86.95
Carroll	109	90	82.56
Galax	103	71	68.93
Grayson	97	75	77.31
Smyth	64	53	82.81
Wythe	297	215	72.39
Total	762	584	76.64

RESULTS

The results of the Community Needs Survey were computerized for facilitation in analysis of data received. The validity and reliability of results were verified by several spot checks, including (1) comparison of demographic data from questions 1 - 5 and 14 of Section A to actual data for the region; (2) comparison of interest in one program area listed with follow-up by prospective students in verifying eligibility requirements for participation in such a program funded by CETA (Comprehensive Employment Training Act) for WCC shortly after the survey was completed; and (3) comparison of reported and actual participation in some of WCC's services, including library use, concerts, plays, distribution of Annual Report, and use of display windows. These comparisons, while indicating that the results were in fact valid and reliable, also pointed out some limitations to this study, which will be discussed later.

The results are presented in two different and meaningful ways. First, adjusted frequencies are presented not only for total results but also for individual results from each of the six political jurisdictions in the college's service area, as several questions reflect needs and interests dependent upon geographical distance from the college. The use of adjusted frequencies for presentation of results was selected so that results reflect percentages of actual responses, thus eliminating the "no response" factor from each question. These results are presented in the following pages.

Second, Pearson correlations at the .01 level were produced to determine significance in the responses received. Several more significant correlations were revealed than expected--resulting in the identification of several patterns of correlations. Also correlations that resulted at the .01 level are listed later in this document, preceded by a guide to abbreviated terms and reference to the specific questions being compared.

WYTHEVILLE COMMUNITY COLLEGE

Community Needs Survey
Adjusted Frequency Tables

SECTION A

1. County/City Residence:

Bland County	13.7%
Carroll County	15.4%
Galax	12.2%
Grayson	12.8%
Smyth	9.1%
Wythe	36.8%

2. Age:

	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Under 21	5.7%	3.8%	5.6%	7.1%	5.4%	7.6%	5.7%
21 to 24	8.0	7.6	7.9	7.1	5.4	9.4	9.0
25 to 35	23.6	29.0	22.5	24.3	18.9	26.4	22.8
36 to 50	26.9	26.6	29.2	30.0	21.6	28.3	26.5
Over 50	35.8	33.0	34.8	31.4	48.7	28.3	36.0

3. Sex

	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Male	32.1%	29.1%	33.0%	47.8%	31.5%	22.6%	30.3%
Female	67.9	70.9	67.0	52.2	68.5	77.4	69.7

4. Education Level

	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Completed 8 grades or less	16.7%	16.3%	16.7%	20.0%	36.5%	13.2%	9.6%
Attended high school	12.3	5.0	10.0	21.4	13.5	17.0	11.5
High school graduation	31.7	50.0	30.0	28.6	28.4	24.5	29.3
Completed some college work	18.6	15.0	18.9	17.1	8.1	24.5	22.6
Received associate degree	5.4	3.8	3.3	7.1	2.7	9.4	6.3
Received bachelor's degree	11.3	8.8	11.0	5.7	8,1	9.4	15.9
Received master's or higher	5,0	1.3	10.0	0	2.7	2.0	4.8

5. Profession

	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Professional	11.2%	8.9%	20.0%	8.6%	5.7%	3.8%	12.9%
Semiprofessional and technical	3.7	2.5	2.2	8.6	1.4	7.6	2.9
Service	3.1	5.1	2.2	1.4	4,3	3.8	2.9
Managerial and office	3.8	0	3.3	2.9	1.4	5.7	6.2
Clerical	7.3	8.9	3.3	5.7	5.7	17.0	7.1
Sales	3,0	1.3	4.4	5.7	1.4	1.9	2.9
Skilled	6.6	5.1	7.8	15.7	7.1	5.7	3.8
Semiskilled	6.6	5.1	6.7	11.4	5.7	3.8	6.7
Housewife	34.8	45.6	31.1	24.3	41.4	28.3	35.2
Student	4.5	0	5.6	2.9	7.1	3.8	5.7
Retired	9.3	10.0	6.7	10.0	12.9	9.4	8.6
Unemployed	1.9	1.3	1.1	1.4	2.9	3.8	1.9
Other	4.0	6.3	5.6	1.4	2.9	5.7	3.3

6. Information Source	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Friends	37.0%	38.0%	30.7%	37.7%	42.0%	37.7%	37.2%
Newspapers	25.5	22.8	21.6	29.0	21.7	22.6	29.0
Students	18.6	22.0	30.7	13.0	23.2	15.0	13.5
Radio and/or TV	5.0	8.8	1.1	5.8	7.3	5.7	3.9
Community groups	.5	0	1.1	1.5	0	1.9	1.0
Guidance counselors	1.1	0	2.3	0	1.5	1.9	7.7
College catalog	5.1	3.8	2.3	5.8	0	7.6	4.4
College brochures	3.2	1.3	3.4	4.4	1.5	1.9	.5
Other	4.1	3.8	6.8	2.9	2.9	5.7	2.9

7. Familiarity with WCC	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Very	12.4%	9.0%	11.6%	5.8%	6.9%	11.5%	18.3%
Somewhat	67.0%	62.8	73.3	72.5	54.2	57.7	70.7
Not at all	20.7%	28.2	15.1	21.7	38.9	30.8	11.0

8. Attended WCC	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Credit courses toward degree	9.2%	8.3%	8.4%	9.0%	6.2%	14.6%	9.4%
Credit courses-gen. interest	6.0	8.3	1.2	4.5	1.5	0	10.4
Non-credit courses	5.8	2.8	1.2	0	0	0	13.9
Have not attended	79.1	80.6	89.2	86.6	92.3	85.4	66.3

9. Why attended	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Employer required it	11.3%	21.4%	0%	12.5%	16.7%	0%	11.1%
To earn a degree, etc.	36.8	35.7	75.0	37.5	50.0	85.7	25.4
Course of special interest	45.3	35.7	25.0	25.0	16.7	14.3	58.7
Cost less at WCC	4.7	0	0	12.5	16.7	0	4.8
Other	1.9	7.1	0	12.5		0	0

10. Obstacle to attending	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	23.8%	24.3%	16.1%	19.0%	14.9%	31.4%	29.7%
No	76.1	75.6	83.9	81.0	85.1	68.6	70.4

11. Type of obstacle	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
No babysitter	12.3%	5.0%	31.3%	0%	15.4%	7.1%	13.2%
Could not afford babysitter	3.8	0	0	7.1	7.7	0	5.7
Class at wrong time	31.5	35.0	18.7	21.4	7.7	28.6	43.4
Did not know how to apply	.2	0	0		7.7	0	1.9
Felt I was not qualified	15.4	25.0	18.7	21.4	15.4	21.4	7.6
Too expensive	.5	5.0	6.3	7.1	0	14.3	3.8
No transportation	.7	15.0	0	21.4	0	7.1	3.8
Other	23.0	15.0	25.0	21.4	46.2	21.4	20.8

12. Reason never enrolled	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
a. Not interested but maybe another school	4.7%	1.7%	6.7%	10.2%	7.0%	5.6%	1.5%
b. Not interested	36.1	32.2	36.0	28.6	47.4	41.7	34.4
c. Already have education and programs would not be of service.	7.4	5.1	10.7	2.0	7.0	11.1	7.6
d. Attending another college	1.5	1.7	2.7	4.1	0	2.8	0
e. No time to take courses	41.3	50.8	37.3	36.7	31.6	33.3	47.3
f. No transportation	2.2	3.4	0	4.1	3.5	2.8	1.5
g. No babysitter	1.0	1.7	0	0	0	0	2.3
h. Other	5.9	3.4	6.7	14.3	3.5	2.8	5.3

13. Tuition rated	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Low	16.5%	17.3%	25.0%	10.8%	11.8%	18.4%	15.7%
About right	79.4	81.3	69.0	84.6	79.4	79.6	81.4
Too expensive	4.0	1.3	6.0	4.6	8.8	2.0	2.9

14. Yearly family income	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Under $7,500	21.6%	22.0%	17.3%	27.9%	29.9%	29.6%	16.4%
$7,500 to $9,999	14.9	19.1	18.7	11.5	22.4	6.8	12.2
$10,000 to $12,499	19.6	17.6	17.3	23.0	22.4	15.9	20.1
$12,500 to $14,999	12.9	14.7	16.0	16.4	7.5	13.6	11.6
$15,000 and over	31.0	26.5	30.7	21.3	17.9	34.1	39.7

SECTION B

1. Know of class times	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Offers day hours only	2.7%	2.6%	5.7%	5.9%	0%	5.7%	.5%
Offers day, night & Sat.	74.5	77.6	69.3	60.3	58.3	69.8	87.0
I don't know	22.8	19.7	25.0	33.8	41.7	24.5	12.5

2. Know of class locations	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Several off-campus locations	59.4%	59.2%	67.4%	71.6%	45.1%	53.9%	58.5%
Only at Wytheville campus	11.0	6.6	12.4	3.0	4.2	11.5	16.9
I don't know	29.5	34.2	20.2	25.4	50.7	34.6	24.6

3. Know enrollment requirements	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Have high school diploma	56.2%	52.0%	57.5%	61.2%	64.8%	54.7%	53.0%
Graduated top half h.s. class	2.0	1.5	1.1	3.0	4.2	1.9	.5
18 years or h.s. diploma	42.1	46.6	41.4	35.8	31.0	43.4	46.5

4. Know of kinds of programs	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Offers same as others	26.9%	26.3%	29.8%	27.9%	27.9%	28.0%	25.0%
Offers variety for needs of community	68.9	71.1	67.8	70.6	64.7	62.0	71.1
Accepts those who cannot get into 4-yr. colleges	4.2	2.6	2.4	1.5	7.4	10.0	3.9

5. Borrowed books from library	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes, frequently	4.2%	1.3%	2.3%	2.9%	2.8%	5.7%	6.7%
Yes, sometimes	8.3	9.1	2.3	4.4	2.8	1.9	15.2
No, but aware of fact	34.6	31.2	38.4	29.4	23.6	22.6	42.9
No, not aware of fact	52.8	58.4	57.0	63.2	70.8	69.8	35.2

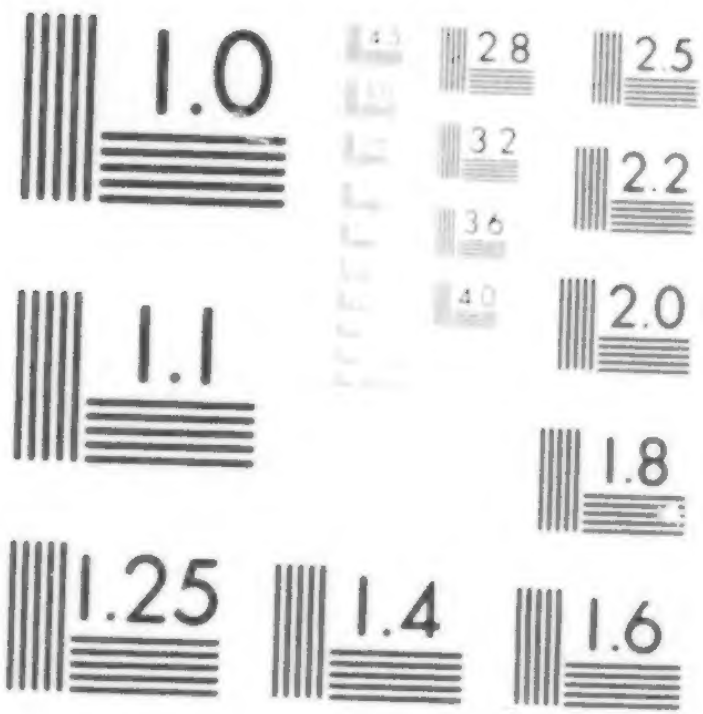
6. Attended plays/concerts	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	10.0%	9.1%	5.7%	2.9%	2.8%	3.8%	18.6%
No, but aware of fact	47.0	40.3	43.2	32.4	31.9	37.7	63.3
No, not aware of fact	43.0	50.6	51.1	64.7	65.3	58.5	18.1

7. Seen Annual Report	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes and I read it	12.0%	13.2%	13.6%	7.4%	7.0%	5.8%	15.6%
Yes, did not read it	12.3	11.8	17.0	10.3	8.5	7.7	13.7
No, aware of fact	19.6	10.5	19.3	19.1	16.9	23.0	23.4
No, not aware of fact	56.0	64.5	50.0	63.2	67.6	63.5	47.3

8. Seen store display	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	19.2%	19.5%	12.6%	5.7%	100.0%	20.0%	32.9%
No	80.8	80.5	87.4	94.3	0	80.0	67.1

9 Statements believed about WCC

a. offers a four-year college degree	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	19.5%	16.4%	3.8%	26.7%	31.0%	22.6%	13.9%
No	80.5	83.6	56.4	73.3	69.1	77.4	86.1



MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

b. offers 2-yr. degree which lead to transfer to 4-yr.							
Yes	95.8	92.4	29.8	92.7	94.6	97.6	99.3
No	4.2	7.6	5.1	7.3	5.4	2.4	.7
c. offers 2-yr. degree to train for immediate careers							
Yes	95.0	95.3	29.4	91.8	92.6	95.1	96.3
No	4.9	4.7	2.6	8.2	7.4	4.9	3.7
d. offers non-credit edu. programs for personal dev. and meet needs of community							
Yes	89.1	86.7	22.3	86.4	81.0	83.8	95.5
No	11.0	13.3	9.0	13.6	19.1	16.2	4.5
e. gears programs to low income people							
Yes	62.1	72.7	14.7	53.5	70.7	66.7	55.5
No	37.9	27.3	26.9	46.5	29.3	33.3	44.6

10. Opinions on WCC services...

	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
a. provides preparation for students planning to transfer to 4-yr. college							
Excellent	59.2%	45.8%	62.7%	56.1%	72.3%	67.6%	57.1%
Fair	38.7	52.5	35.8	39.0	27.7	29.7	40.5
Poor	2.1	1.7	1.5	4.9	0	2.7	2.4
b. provides job training going directly into job from college							
Excellent	63.6	61.7	67.2	62.5	64.4	81.1	57.6
Fair	34.0	36.7	31.3	35.4	33.3	16.2	39.2
Poor	2.0	1.6	1.6	2.1	2.2	2.7	3.2
c. provides variety of special interest courses							
Excellent	52.3	44.9	57.8	41.5	60.7	66.7	51.8
Fair	44.0	53.1	37.8	53.7	39.3	33.3	42.7
Poor	3.7	2.0	4.4	4.9	0	0	5.5
d. provides courses at convenient time for people in community							
Excellent	58.8	54.2	69.6	56.5	59.0	58.6	56.9
Fair	37.8	44.1	26.8	39.1	41.0	41.4	37.4
Poor	3.4	1.7	3.6	4.4	0	0	5.7

11. Opinions on what WCC should do	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
a. Should courses be offered in community at local church, h.s., or community building?							
Yes	72.0	81.5	91.2	92.3	89.6	86.5	28.3
No	28.0	18.5	8.8	7.7	10.4	13.5	71.7
b. Should bus transportation be provided?							
Yes	35.7	26.1	36.7	36.1	48.7	56.7	28.6
No	64.3	73.9	63.3	63.9	51.3	43.3	71.4
c. Should a child care center be provided on campus?							
Yes	74.4	72.9	78.4	74.4	75.0	75.8	72.7
No	25.6	27.1	21.6	25.6	25.0	24.2	27.4
d. Should the college have an athletic program?							
Yes	65.1	75.0	64.1	58.1	88.9	53.6	57.6
No	34.9	25.0	35.9	41.9	11.1	46.4	42.4
e. Should the college become involved in areas of public concern?	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	67.6%	61.2%	62.8%	63.2%	65.5%	58.1%	78.7%
No	32.4	38.8	37.2	36.8	34.5	41.9	21.3
f. Should the college offer more programs for community entertainment?							
Yes	82.1	78.4	84.4	73.1	84.9	75.0	86.5
No	17.9	21.6	15.6	26.9	15.2	25.0	13.5
g. Should offer more week-end courses?							
Yes	79.7	79.1	80.9	76.5	86.1	87.1	74.7
No	20.4	20.9	19.1	23.5	13.9	12.9	25.3
h. Should offer more technical programs at night?							
Yes	92.1	93.8	97.7	91.4	93.8	92.6	87.5
No	7.9	6.2	2.3	8.6	6.3	7.4	12.5
i. Should offer more transfer programs at night?							
Yes	88.2	85.7	94.3	96.4	86.2	87.0	83.9
No	11.8	14.3	5.7	3.6	13.8	13.0	16.1
j. Should major emphasis be to reach disadvantaged students and offer opportunity for education beyond high school?							
Yes	89.6	92.6	92.9	90.0	98.0	89.2	82.7
No	10.4	7.4	7.1	10.0	2.0	10.8	17.3

13. Would take programs	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	53.3%	50.0%	55.2%	53.7%	28.8%	65.1%	59.5%
No	46.7	50.0	44.8	46.3	71.2	34.9	40.5

14. Would enroll at Radford	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	18.4%	10.5%	21.5%	13.7%	12.7%	30.0%	20.5%
No	81.6	89.5	78.5	86.3	87.3	70.0	79.5

15. Would enroll at VPI & SU	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	16.5%	10.0%	20.0%	19.2%	10.2%	23.3%	17.3%
No	83.5	90.0	80.0	80.9	89.8	76.7	82.7

16. Would consider personal interest courses	Total	Bland	Carroll	Galax	Grayson	Smyth	Wythe
Yes	42.8%	39.1%	29.2%	31.6%	26.2%	40.5%	59.7%
No	57.2	60.9	70.8	68.4	73.8	59.5	40.3

WYTHEVILLE COMMUNITY COLLEGE

COMMUNITY NEEDS SURVEY

Guide to Abbreviated Terms

	Abbreviated Term	Question Number
1.	County	A-1
2.	Age	A-2
3.	Sex	A-3
4.	Education level	A-4
5.	Profession	A-5
6.	Information source	A-6
7.	Familiarity with WCC	A-7
8.	Attended WCC	A-8
9.	Why attended	A-9
10.	Obstacle to attending	A-10
11.	Type of obstacle	A-11
12.	Reason never enrolled	A-12
13.	Tuition rating	A-13
14.	Yearly family income	A-14
15.	Know of class times	B-1
16.	Know of class locations	B-2
17.	Know enrollment requirements	B-3
18.	Know of kinds of programs	B-4
19.	Borrowed books from library	B-5
20.	Attended concerts and plays	B-6
21.	Seen annual report	B-7
22.	Seen store display	B-8
23.	Offers four-year degree	B-9-1
24.	Offers two-year transfer	B-9-2
25.	Offers two-year training	B-9-3
26.	Offers non-credit	B-9-4
27.	Gears to low income	B-9-5
28.	Good prep for transfer	B-10-1
29.	Good job training	B-10-2
30.	Special-interest courses	B-10-3
31.	Convenient-time courses	B-10-4
32.	Regional site classes	B-11-1
33.	Bus transportation	B-11-2
34.	Child care center	B-11-3
35.	Athletic program	B-11-4
36.	Public concern areas	B-11-5
37.	Entertainment	B-11-6
38.	Week-end courses	B-11-7
39.	Night classes - technical	B-11-8
40.	Night classes - transfer	B-11-9
41.	Disadvantaged students	B-11-10
42.	Would take programs	B-13
43.	BS at Radford	B-14
44.	BS at VA Tech	B-14
45.	Audit personal interest	B-15

WYTHEVILLE COMMUNITY COLLEGE

COMMUNITY NEEDS SURVEY

PEARSON CORRELATIONS - (.01 LEVEL)

1. County...(Is significantly correlated with the following):

Reason never enrolled
Borrowed books from library
Attended plays and concerts
Gears programs to low-income
Regional site classes
Athletic program
Non-credit personal interest courses

2. Age...

Familiar with WCC
Attended WCC
Obstacle to attending
Reason never enrolled
Rating of tuition
Knowledge of class times
Good prep. for transfer
Variety of special interest courses
Courses at convenient times
Child-care center
Athletic program
Public-concern areas
Would take programs
BS at Radford
BS at Tech
Non-credit personal interest courses

3. Sex...

Profession
Know enrollment requirements
Borrowed books from library
Bus transportation

4. Education level...

Profession
Familiar with WCC
Attended WCC
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Bus transportation
Would take programs
Audit personal interest
Tuition rating
Yearly family income
Know of class times
Know of class locations
Athletic program

5. Profession...

Information source
Obstacle to attending
Yearly family income
Know of class times
Know of class locations
Offers four-year degree
Offers two-year transfer
Audit personal interest
Sex
Education level

6. Information source...

Familiarity with WCC
Attended WCC
Type of obstacle
Borrowed books from library
Seen annual report
Offers four-year degree
Night classes - technical
Would take programs
BS at Radford
BS at Tech
Information source

7. Familiarity with WCC...

Attended WCC
Obstacle to attending
Yearly family income
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Offers two-year transfer
Offers two-year training
Offers non-credit
Night classes - technical
Night classes - transfer
Would take programs
BS at Radford
BS at Tech
Audit personal interest
Age
Education level
Information source

8. Attended WCC...

Age
Education level
Information source
Familiarity with WCC
Why attended
Obstacle to attending
Know of class times
Know of class locations
Know enrollment requirements
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Offers non-credit
Public concern areas
Night classes - technical
Night classes - transfer
Would take programs
BS at Radford
BS at VA Tech
Audit personal interest

9. Why attended...

Attended WCC
Know of kinds of programs
BS at Radford

10. Obstacle to attending...

Age
Profession
Familiarity with WCC
Attended WCC
Reason never enrolled
Know enrollment requirements
Good prep for transfer
Convenient-time courses
Night classes - transfer
Would take programs
BS at Radford
BS at VA Tech
Audit personal interest

11. Type of obstacle...

Information source
Reason never enrolled
Child care center
Week-end courses

12. Reason never enrolled...

County
Age
Obstacle to attending
Type of obstacle
Would take programs

13. Tuition rating...

Age
Education level
Yearly family income
Convenient-time courses

14. Yearly family income...

Education level
Profession
Familiarity with WCC
Tuition rating
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Offers non-credit
Night classes - technical
Audit personal interest

15. Know of class times...

Age
Education level
Profession
Familiarity with WCC
Attended WCC
Yearly family income
Know of class locations
Know of kinds of programs
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Bus transportation
Would take programs
Audit personal interest

16. Know of class locations...

Education level
Profession
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of kinds of programs
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Offers non-credit
Child care center
Night classes - technical
Night classes - transfer
Would take programs
Audit personal interest

17. Know enrollment requirements...

Sex
Attended WCC
Know of kinds of programs
Night classes - transfer
Obstacle to attending

18. Know of kinds of programs...

Why attended
Know of class times
Know of class locations
Know enrollment requirements
Seen annual report
Special-interest courses

19. Borrowed books from library...

County
Sex
Education level
Information source
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of class locations
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Child care center
Night classes - technical
Night classes - transfer
Would take programs
BS at Radford
BS at VA Tech
Audit personal interest

20. Attended plays and concerts...

County
Education level
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of class locations
Borrowed books from library
Seen annual report
Seen store display
Offers four-year degree
Offers non-credit
Regional site classes
Bus transportation
Child care center
Night classes - transfer
Would take programs
Audit personal interest

21. Seen annual report...

Education level
Information source
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of class locations
Know of kinds of programs
Borrowed books from library
Attended plays and concerts
Seen store display
Offers four-year degree
Offers non-credit
Special-interest courses
Child care center
Night classes - transfer
Audit personal interest

22. Seen store display...

Education level
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Night classes - technical
Night classes - transfer
Would take programs
BS at Radford
BS at VA Tech
Audit personal interest

23. Offers four-year degree...

Education level
Profession
Information source
Familiarity with WCC
Attended WCC
Yearly family income
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Offers two-year transfer
Gears to low income
Bus transportation
Child care center
Athletic program
Night classes - technical
Night classes - transfer
Audit personal interest

24. Offers two-year transfer...

Profession
Familiarity with WCC
Offers two-year training
Offers non-credit
Gears to low income
Offers four-year degree

25. Offers two-year training...

Familiarity with WCC
Offers non-credit
Gears to low income
Offers two-year transfer

26. Offers non-credit...

Familiarity with WCC
Attended WCC
Yearly family income
Know of class locations
Attended plays and concerts
Seen annual report
Offers two-year transfer
Offers two-year training
Gears to low income
Public concern areas
Audit personal interest

27. Gears to low income...

County
Offers four-year degree
Offers two-year transfer
Offers two-year training
Offers non-credit
Disadvantaged students
Would take programs
Audit personal interest

28. Good prep for transfer...

Age
Obstacle to attending
Good job training
Special-interest courses
Convenient-time courses
Week-end courses

29. Good job training...

Good prep for transfer
Special-interest courses
Convenient-time courses
Week-end courses
Disadvantaged students

30. Special-interest courses...

Age
Know of kinds of programs
Seen annual report
Good prep for transfer
Good job training
Convenient time-courses
BS at Radford

31. Convenient-time courses...

Age
Obstacle to attending
Tuition rating
Good prep for transfer
Good job training
Special-interest courses
BS at Radford
BS at VA Tech

32. Regional site classes...

County
Attended plays and concerts
Bus transportation
Week-end courses
Night classes - technical
Night classes - transfer
Disadvantaged students

33. Bus transportation...

Sex
Profession
Know of class times
Attended plays and concerts
Offers four-year degree
Regional site classes
Child care center
Athletic program
Disadvantaged students

34. Child care center...

Age
Type of obstacle
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Offers four-year degree
Bus transportation
Athletic program
Public concern areas
Entertainment
Week-end courses
Night classes - technical
Night classes - transfer
Disadvantaged students

35. Athletic program...

County
Age
Education level
Offers four-year degree
Bus transportation
Child care center
Public concern areas
Entertainment
Week-end courses
Night classes - technical
Night classes - transfer
Disadvantaged students
Would take programs
BS at Radford
BS at VA Tech

36. Public concern areas...

Age
Attended WCC
Offers non-credit
Child care center
Athletic program
Entertainment
Week-end courses
Night classes - technical
Night classes - transfer
BS at Radford
Audit personal interest

37. Entertainment...

Child care center
Athletic program
Public concern areas
Week-end courses
Night classes - technical
Night classes - transfer

38. Week-end courses...

Type of obstacle
Good prep for transfer
Good job training
Regional site classes
Child care center
Athletic program
Public concern areas
Entertainment
Night classes - technical
Night classes - transfer

39. Night classes - technical...

Familiarity with WCC
Attended WCC
Yearly family income
Know of class locations
Borrowed books from library
Seen store display
Offers four-year degree
Regional site classes
Child care center
Athletic program
Public concern areas
Entertainment
Week-end courses
Night classes - transfer
Disadvantaged students
Would take programs
BS at Radford

40. Night classes - transfer...

Information source
Familiarity with WCC
Attended WCC
Obstacle to attending
Know of class locations
Know enrollment requirements
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Regional site classes
Child care center
Athletic program
Public concern areas
Entertainment
Week-end courses
Night classes - technical
Disadvantaged students
Would take programs
BS at Radford
BS at VA Tech

41. Disadvantaged students...

Gears to low income
Good job training
Regional site classes
Bus transportation
Child care center
Athletic program
Night classes - technical
Night classes - transfer

42. Would take programs...

Age
Education level
Information source
Familiarity with WCC
Attended WCC
Obstacle to attending
Reason never enrolled
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen store display
Gears to low income
Athletic program
Night classes - technical
Night classes - transfer
BS at Radford
BS at VA Tech
Audit personal interest

43. BS at Radford...

Age
Information source
Familiarity with WCC
Attended WCC
Why attended
Obstacle to attending
Borrowed books from library
Seen store display
Special-interest courses
Convenient-time courses
Athletic program
Public concern areas
Night classes - technical
Night classes - transfer
Would take programs
BS at VA Tech
Audit personal interest

44. BS at VA Tech...

Age
Information source
Familiarity with WCC
Attended WCC
Obstacle to attending
Borrowed books from library
Seen store display
Convenient-time courses
Athletic program
Night classes - transfer
Would take programs
BS at Radford
Audit personal interest

45. Audit personal interest...

County
Age
Education level
Profession
Familiarity with WCC
Attended WCC
Obstacle to attending
Yearly family income
Know of class times
Know of class locations
Borrowed books from library
Attended plays and concerts
Seen annual report
Seen store display
Offers four-year degree
Offers non-credit
Gears to low income
Public concern areas
Would take programs
BS at Radford
BS at VA Tech

LIMITATIONS

Although an initial contact by telephone with prospective respondents resulted in better participation by residents of the college's service region, this method also resulted in two data variants with actual geographical data: larger participation by women and by those over 50 than expected. Attempts were made to avoid this problem by spreading telephone calls between day and evening hours and by attempting to contact more younger and more male participants. Counteracting these efforts was the return of several surveys by wives or parents of expected participants.

Another factor was the hesitancy of those with less than a high school education to participate in this study, although 29% of the participants fell into this category.

By the use of telephone solicitations for participants, the study did not reach those in the service region who cannot afford such a luxury. However, over 21% of the respondents did fall into the lowest family income category (under $7,500) listed.

SUMMARY

The 1977-78 Community Needs Survey pointed out several factors for consideration by the college staff. These include, but are not limited, to the following:

1. An expansion of regional site offerings and services needs to be considered--with the emphasis on taking programs and services into facilities closer to people's residences.
2. An expansion of evening and week-end services needs to be considered.
3. The establishment of a child care center on campus needs consideration.
4. The services of the college, and an awareness of them, need to be made more available to the economically and/or educationally disadvantaged residents of the area.
5. Several areas of interest for either programs or courses (credit or non-credit) need to be considered for implementation.
6. Although an awareness level of the college's programs is good, efforts to raise the awareness level of the college services (e.g. library use, concerts, plays) need to be considered along with alleviating some of the misconceptions about the college evidenced by some of the participants.
7. Reactions to the survey results and suggestions for consideration for adoption into the college's update of its Master Plan need to be obtained from the students, faculty, administrative and classified staff of the college for full utilization of all possible interpretations of data obtained by this survey.

COMMUNITY SURVEY

WYTHEVILLE COMMUNITY COLLEGE

SECTION A. GENERAL INFORMATION

1. Area in which you reside:

_____ 1. Bland County
_____ 2. Carroll County
_____ 3. Grayson County
_____ 4. Smyth County
_____ 5. Wythe County
_____ 6. City of Galax

2. Your age:

_____ 1. Under 21
_____ 2. 21 to 24
_____ 3. 25 to 35
_____ 4. 36 to 50
_____ 5. Over 50

3. Your sex:

_____ 1. Male
_____ 2. Female

4. Your level of education as of July, 1977:

_____ 1. Completed 8 grades or less
_____ 2. Attended high school
_____ 3. High school graduation
_____ 4. Completed some college work
_____ 5. Received associate degree
_____ 6. Received bachelor's degree
_____ 7. Received master's degree or higher

5. From the following list, check the description which best fits you. (Check only one.)

_____ 1. Professional (CPA, dentist, engineer, librarian, teacher, professor, etc.)
_____ 2. Semiprofessional and technical (draftsman, dental technician, engineering technician, nurse, surveyor, etc.)
_____ 3. Service (barber, beauty operator, policeman, practical nurse, etc.)
_____ 4. Managerial and office (bank officer, buyer, purchasing agent, store manager, etc.)
_____ 5. Clerical (bank teller, cashier, secretary, telephone operator, etc.)
_____ 6. Sales
_____ 7. Skilled (mechanic, bricklayer, carpenter, electrician, tradesman, etc.)
_____ 8. Semiskilled and unskilled (assembler, service station attendant, truck driver, etc.)
_____ 9. Housewife
_____ 10. Student
_____ 11. Retired
_____ 12. Unemployed
_____ 13. Other (please list) _____

6. What is your primary source of information about WCC?

_____ 1. Friends
_____ 2. Newspapers
_____ 3. Students
_____ 4. Radio and/or TV
_____ 5. Community groups (civic clubs)
_____ 6. Guidance counselors
_____ 7. College catalog
_____ 8. College brochures
_____ 9. Other (specify) _____

7. How familiar are you with WCC and its offerings?

_____ 1. Very _____ 2. Somewhat _____ 3. Not at all

8. Have you attended WCC for: (If yes, indicate last quarter enrolled and year: _____

_____ 1. Credit courses working toward degree, certificate, or diploma
_____ 2. Credit courses – general interest
_____ 3. Non-credit courses (special interest)
_____ 4. Have not attended Wytheville Community College

9. If the answer to Question 8 is yes, why did you attend?

_____ 1. My employer required it (or recommended it)
_____ 2. To earn a degree, certificate, or diploma
_____ 3. Because the course was of special interest to me
_____ 4. It cost less at WCC than at other schools
_____ 5. Other (list) _____

10. Have you ever thought of attending WCC but found some obstacle or problem which prevented it?

_____ 1. Yes _____ 2. No

11. If yes, what kind of problem or obstacle did you encounter?

_____ 1. Could not get a babysitter
_____ 2. Could not afford a babysitter
_____ 3. Class taught at wrong time to fit my schedule
_____ 4. Did not know how to apply for admission
_____ 5. Felt I was not qualified to attend the community college
_____ 6. Tuition and books were too expensive
_____ 7. Did not have transportation
_____ 8. Other _____

12. If you have never enrolled at WCC, please indicate the phrase that best describes your reason:

_____ 1. I am not interested in taking any courses at Wytheville Community College although I would like to take courses at another school.
_____ 2. I am not interested in taking any courses.
_____ 3. I already have a college education and don't know how your programs would be of service to me.
_____ 4. I am currently attending another college. (Please state where _____ and area of study _____.)
_____ 5. I do not have the time to take courses in addition to my family/work responsibilities.
_____ 6. I do not have my own transportation to get to the college.
_____ 7. I cannot find (or afford) a responsible person to care for my children.
_____ 8. Other (Please state) _____

13. The tuition for a full-time student is $100 per quarter. Do you feel this is:

_____ 1. Low _____ 2. About right _____ 3. Too expensive

14. Please check your yearly FAMILY income:

_____ 1. Under $7,500
_____ 2. $7,500 to $9,999
_____ 3. $10,000 to $12,499
_____ 4. $12,500 to $14,999
_____ 5. $15,000 and over

* * * *

8. WCC occasionally uses store display windows to present information on the college's programs. Have you ever seen one?

_____ 1. Yes (Where? _____)
_____ 2. No

9. Which statements about WCC do you <u>believe</u> to be true?

Yes	No		
_____	_____	1.	offers a four year college degree
_____	_____	2.	offers two-year degree programs which lead to transfer to a four-year college
_____	_____	3.	offers two-year degree programs which train people for immediate careers in the fields of business, engineering, health sciences, and public services
_____	_____	4.	offers non-credit educational programs to provide an opportunity for personal development and to meet the needs of the community
_____	_____	5.	gears its programs to low income people

10. For each feature of Wytheville Community College listed below, please indicate your opinion as to the job you feel WCC is now doing.

Excellent	Fair	Poor	No Opinion		
_____	_____	_____	_____	1.	Provides good preparation for students who plan to transfer to the four-year college
_____	_____	_____	_____	2.	Provides proper job training for those students who will go directly into employment from the community college
_____	_____	_____	_____	3.	Provides a wide variety of special interest courses (choir directing, home wiring, decorating, camping, etc.)
_____	_____	_____	_____	4.	Provides courses at convenient times for people of the community

11. What changes in educational programs and opportunities at WCC would you like to see?

Yes	No	No Opinion		
_____	_____	_____	1.	Should college courses be offered in your community at a local church, high school or community building?
_____	_____	_____	2.	Should bus transportation be provided to and from your community to the college?
_____	_____	_____	3.	Should a child care center be provided on campus to aid students who have small children?
_____	_____	_____	4.	Should the college have an intercollegiate athletic program?
_____	_____	_____	5.	Should the college become involved in areas of public concern such as environmental problems, housing, sewage and water treatment problems, school and governmental problems?
_____	_____	_____	6.	Should the college offer more programs for community entertainment (concerts, plays, etc.)?
_____	_____	_____	7.	Should the college offer more week-end courses?
_____	_____	_____	8.	Should the college offer more technical programs at night?
_____	_____	_____	9.	Should the college offer more transfer programs at night?
_____	_____	_____	10.	Should a major emphasis of the college be to reach disadvantaged students and offer them opportunities for education beyond high school?

12. Check the programs that you would be interested in if offered by the college.

_____ 1. Air Conditioning, Heating, and Refrigeration
_____ 2. Architectural Drafting
_____ 3. Auto Mechanics
_____ 4. Aviation Administration
_____ 5. Banking and Finance
_____ 6. Building Trades
_____ 7. Chemical Engineering Technology
_____ 8. Commercial Art
_____ 9. Data Processing
_____ 10. Dental Hygiene
_____ 11. Diesel Mechanics
_____ 12. Electronics/Electricity
_____ 13. Fire Science
_____ 14. Food Services Management
_____ 15. Forestry
_____ 16. Furniture Production
_____ 17. Graphic Arts
_____ 18. Heavy Equipment Operation
_____ 19. Horticulture
_____ 20. Hotel, Restaurant, Institution Management
_____ 21. Insurance
_____ 22. Interior Design
_____ 23. Livestock Management
_____ 24. Merchandising
_____ 25. Occupational Health and Safety
_____ 26. Para-Legal
_____ 27. Physical Therapy
_____ 28. Pre-Engineering
_____ 29. Quality Control Operation
_____ 30. Radiologic Technology
_____ 31. Real Estate
_____ 32. Security Administration
_____ 33. Sewing Machine Mechanics
_____ 34. Small Appliance Repair
_____ 35. Wildlife Management
_____ 36. Other (Specify) _____

13. Would you take any of the programs you checked in Question 12 if WCC offered them?

_____ 1. Yes
_____ 2. No

If yes, which one(s)?

1. _____

2. _____

3. _____

14. Would you enroll in third and fourth year courses offered at WCC which would lead to a baccalaureate degree from Radford College? _____ Yes _____ No

. . . from Virginia Polytechnic Institute and State University? _____ Yes _____ No

15. Would you consider taking any non-credit personal interest courses at Wytheville Community College?

_____ 1. Yes
_____ 2. No

If yes, please list any personal interest courses you would like to see offered at WCC.

1. _____

2. _____

3. _____

4. _____

5. _____

Thank you for completing this questionnaire. Please make any comments you wish to make in the space below.